

RJ Reynolds
Tobacco Company
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To: All Regional Sales Managers

JOHN G. BARNHARDT
Manager
Sales/Marketing Training

Winston-Salem, NC 27102
919-741-7161

Re: Account Development / Business Planning Seminar

We are pleased to announce that we have completed the training of 92% of SCAM's and CAM's on the Account Development / Business Planning training course. The feedback and evaluations were excellent. The training department has been given numerous examples of how skills learned were directly applied to our accounts giving us the competitive advantage we need.

Although 6 Regional Sales Managers and 1 A.V.P. attended this seminar, the course was designed primarily for Chain Account Managers. Because of this, we have developed a *Coaches Guide* to give you an insight to the course material without attending the seminar. Most importantly, use this tool to re-emphasize the skills taught at our seminar.

The *guide* is broken down by each individual section in the seminar. Provided in each section is a brief description, objective, strategy, and a recommended action step. The action step is a suggestion that should be used by you to coach your C.A.M. / S.C.A.M. You may also elect to assign 1993 objectives based on the information from this course.

Also included is the "Pre-Planning Questionnaires" section from our seminar. This is an example of an easy to use format for an account recently assigned to your CAM/SCAM, or for a revamped management team at a current account.

If there are any questions concerning the *guide*, or course content, please call me at extension #7161.

Sincerely,

John
John Barnhardt

cc: T.M. Renehan
AMNA's

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"We work for smokers."